

## MA IN INTERNATIONAL JOURNALISM BROADCAST PATHWAY

### TWITTER BASICS

- Think carefully about your biography. How best can you present yourself to the public – and the industry?
- Make sure your profile image is professional – uncluttered background; just you in the photograph; not obviously a selfie; avoiding visual gags, booze etc.
- Make sure you have a background image as well as your profile picture.
- Start following people who will help you in your work here. Follow each other; follow @CardiffNewsPlus and @BroadcastCJS
- Create some lists. You don't have to make them public. You don't need to follow somebody to put them in a list.
- **Be professional in the way you write your tweets. Make sure you spell correctly. Punctuate properly. Get names right. Tweeting is broadcasting.**
- Rather than just a RT – try a RT with comment.
- Think carefully before expressing a political opinion. Is anybody interested? Will that opinion compromise you as a journalist?
- Every time you tweet original content, you should try to include an image or video. Point towards a more developed version of the content if it exists.
- Set your camera to display a compositional grid. On an iPhone this is done via SETTINGS/PHOTOS&CAMERA/GRID. A grid will allow you to use the rule of thirds effectively.
- Try to avoid vertical imagery, which may not display correctly in the timeline.
- Post separately to Instagram and Twitter. In other words, don't simply use an Instagram link in a tweet. Why would I bother clicking? The image should be embedded in the tweet.
- Experiment with multiple image manipulation apps, such as **DIPTIC**.
- TAG people in images as a way of saving characters in the body of the tweet.
- HASHTAGS in your tweets will make them easier to find – but don't use too many.
- If your tweet starts with a handle, bear in mind it will only be seen by people who follow both of you. If you want more people to see it, put a full stop before the handle. You don't need to do this if the handle appears elsewhere in the tweet.
- Think before engaging in long, open conversations with people you know on Twitter. How interesting would this be to anybody else? Direct message – or use another application.
- Don't tweet when you are drunk or angry.